



SALEM EXPANDS RECYCLING EFFORT TO INCLUDE MIXED PAPER

GE TAKES CORPORATE LEAD

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The City of Salem has expanded its recycling efforts to include mixed paper as it continues to offer citizens convenient ways to “Go Green.”

Mixed paper recycling bins are now located alongside the current newspaper, plastic and aluminum bins at the Indiana St. recycling center and the West Salem center, which is located in the Walmart parking lot.

“The waste stream is basically made up of 70 percent paper and our citizens have had the biggest interest in starting up mixed paper recycling for some time now,” says Salem’s Director of Solid Waste, Jim Fender.

The city will not make money off of the new recyclables, but it will save some cash by starting up this new venture and eliminating waste.

“We’re deferring the disposal and transportation costs we would normally have to the landfill,” says Fender. “So, although we don’t receive any revenue for the project the only cost we now have is for the collection of the paper.”

Since setting up the Walmart recycling center in January of 2009, the amount of recyclables that citizens have dropped off has increased by more than 30 percent city-wide compared to when Indiana St. was the only option.

“The special recycling project with the City has really been a success for us,” says Chris Forbes, shift manager at the Salem Walmart. “We definitely get a two-fold benefit from having the receptacles on the lot and there certainly is a growth in mixed paper recycling.”

The city also is getting support from Roanoke College and the folks at General Electric. The College has added a mixed paper bin to its recycling center in the Chesapeake Hall parking lot for students and faculty, and GE has stepped up to become the first city business to buy its own mixed paper recycling bin for its employees.

Late Tuesday afternoon, GE officials and members of City Council were on hand to officially christen the new recycling effort at the landmark Salem industry.

“The employees of GE Energy here in Salem are excited to be part of the city's new recycling program,” says Craig Strong, GE Plant Manager in Salem. “We have made “green operations” part of the way we work for many years and this program will make those efforts easier for our employees to continue and expand on.”

Mayor Randy Foley and Councilwoman Lisa Garst represented the city at the formal start of the mixed paper recycling program and both thanked GE for being such a valuable corporate neighbor since 1955.

"I want to applaud GE for stepping forward and beginning this recycling program at its Salem facility," says Mayor Foley. "GE's commitment to recycling demonstrates its concern for our community, and its financial support reveals its understanding of the current economic situation. This teamwork exemplifies how the public and private sector, working together, can improve the quality of life of employees and residents, simultaneously."

"For the last 50 years, GE Energy has been an essential part of the Salem community and I am so impressed with the efforts they continue to make in partnering with the City of Salem," says Councilwoman Garst. "By taking a lead in this recycling initiative, GE is showing it remains committed to the success of Salem today and in the future."

GE's portfolio consists of Wind Turbine technology, Cleaner Coal (IGCC) technology, lower emission gas turbine combustion systems, Solar technology, and "ESBWR," the next generation nuclear plant design. Their "ecomagination" products help improve customers' operating performance, while significantly and measurably improving their environmental performance.

"Thanks to GE for being a good corporate citizen and an integral part of Salem," says Mayor Foley. "I would also like to thank Jim Fender and his staff for working with GE on this project. They, once again, continue to provide the excellence we expect, but often under appreciate from day-to-day."

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